

THE SOCIETY

NEW YORK FASHION WEEK
MIAMI SWIM WEEK

TOURDECK

2022 Fashion Tour

OFFICIALLY CALENDARED



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THE SOCIETY

Be a part of the fastest growing event in the Fashion Industry.

The SOCIETY will take over the New York in our 2022 season and bring the spirit of fashion to the world as we showcase what's new for our 2022 Collections. The SOCIETY would like to welcome you to our global fashion community, consisting of ground breaking events, governing association collaborations, designer discovery, consumer festivals, and digital experiences that open the gateway to Style, Innovation, and Trends.

Throughout the course of the weekend, fashion insiders, including buyers, retailers, members of the press, celebrities, models, and special guests will make their way through our venue. Additionally, fashion fans around the world tune in each season to see our latest collections come down the runway via The SOCIETY Live Stream with our industry leading Shoppable Video.

The SOCIETY is dedicated to offering you the best possible venue and options to present your company along with unsurpassed marketing platforms to help you tell your brand's story, and have it reach your desired audience. As we continuously strive to evolve The SOCIETY, we welcome any questions or feedback you may have along the way, and our team are here to ensure a successful show and experience.

Thank you for your interest in partnering with The SOCIETY and we hope to see you at one of our amazing shows!

THE SOCIETY

CITY OVERVIEW

NEW YORK FASHION WEEK
FEBRUARY 10-13, 2022

MIAMI SWIM WEEK
JULY 7-10, 2022

NEW YORK FASHION WEEK
SEPTEMBER 8-11, 2022





COVID PROCEDURES

2020 represented a year and time that we never envisioned, and also forced nearly every industry to re-imagine the way we do business. Our business is not immune to such changes. With that said, having a strong foundational expertise within the live entertainment industry, and also one of the world's pre-eminent authorities on event technologies, The SOCIETY is properly positioned to further expand our market share within Fashion Week's around the globe.

>> COVID PROCEDURES

Whether a Designer, staff, model, or VIP safety is always our number one priority. In line with new industries standards, as well as local governing bodies, the below are onsite changes to help create a safe and successful environment for everyone:

- Temperature stations will be at every check-in
- Mandatory mask requirements, except runway
- Models are required to come show ready (hair + make-up, clothing). Due to strict restrictions on occupancy, we cannot offer onsite Hair + Make-up, and changing.
- Additional COVID Compliance Officers to ensure procedures are strictly maintained.

>> BENEFITS

By leveraging our industry only Shoppable Video, and B2B + B2C Shopping Platforms, it quickly becomes evident why The SOCIETY is your only option to generate revenue for a highly impressive ROI.



GLOBAL ACCESS

>> *Expand your reach through new revenue streams* <<

The SOCIETY leverages three core PR resources alongside industry disrupting Runway Technologies to position our Fashion Designers for increased revenue and exposure. Using our internal database of Press, Buyers, as well as Industry Contacts our team works in unison with your team to create a wave of momentum.

>> **RSVP's**

Leveraging your database of RSVP's in unison with our own, our team handles the invitation process, ticketing, scheduling, and more so you can focus on what matters. In addition, our platform provides access to an industry leading digital platform that expands this reach to 60,000+ editors and buyers around the world.



>> *CALENDAR LISTINGS*

Notices to runway show directories are issued alongside the schedule launch press release for all our city productions. Diary Directory, Fashion Monitor, Media Eye, Evensi, and more list The SOCIETY client shows as 'shows to watch'. Additionally, Fashion Week Online lists The SOCIETY productions within their Official Runway Calendar.

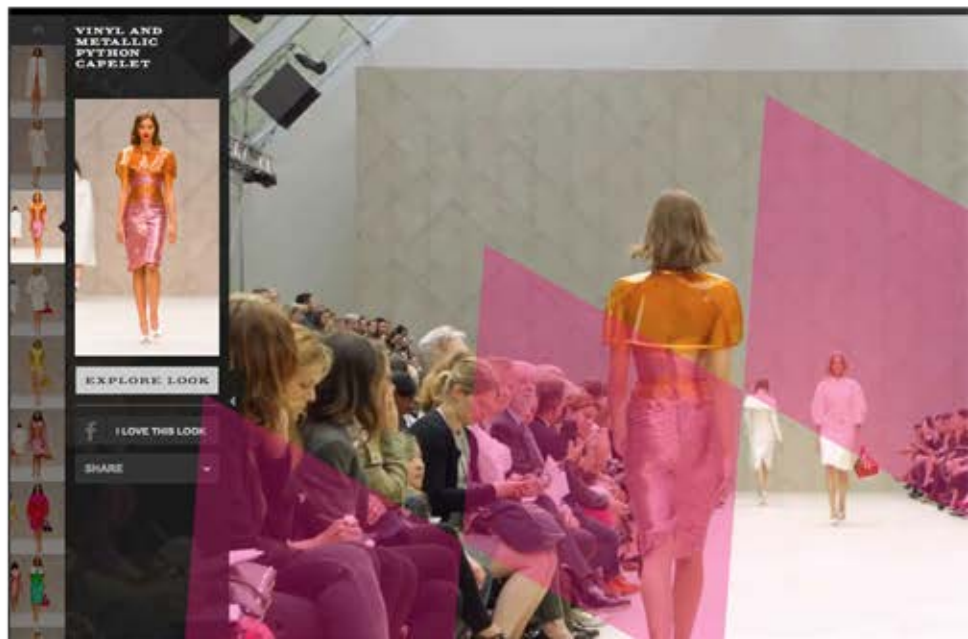
>> *SHOPPABLE VIDEO*

The SOCIETY provides a simple way for you to release products to the masses during your live Runway Show, allowing the world to instantly complete purchases as the model walks the runway. Only available within our Gold, Platinum, and Exclusive Packages.

[Click for sample](#)

>> *FRONT ROW*

Attendees are prioritized in accordance with client objectives. Our front row guests have included representatives from Marie Claire, Huffington Post, Bloomberg, and more. In Addition, our PR and Buyer Team's main day to day operations including syncing designers to our attending Press, Media, and Buyers.





MERCHANDISING

The industry revolution is now. Through our revolutionary software technology with artificial intelligence backing, automatically measures unique metrics, anticipates buyer forecasts, while our entire team cultivates this data to ensure your products are placed in front of the proper buyer for a simple reason...to sell your items now.

BENEFIT TO YOU

- No longer are you alone in generating sales. You have an entire team pushing your brand to generate sales.
- Immediate access to buyers through our concierge for meet + greets, with our team handling negotiations.
- Hands-free process, simply fulfill the order, and ensure shipment.
- Access to our database of thousands of buyers spanning the globe with prior relationships.
- Ability to focus on what you are great at, designing.



CO-BRANDING

WHAT IS COBRANDING?

Partnering with other brands represents a tremendous opportunity and value for us to live our brand promise – to deliver the future of Fashion by making it simpler for people to get more of what they want by sharing costs to show your brand within leading Fashion Week's around the globe.

CO-BRANDING EXPLAINED

Co-branding is a strategic agreement between two or more partner brands to work together to achieve a desired goal. Co-branding encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.

Typically a clothing brand will partner with a jewelry or accessories brand, and also a shoe brand. In addition, a clothing, jewelry/accessory, or shoe brand may partner with a sponsor as well.

WHY CO-BRAND?

- Establish or increase exposure equally for the co-brands.
- Minimize the entry point for Fashion Week's, while developing a stronger rate of return.
- Generate loyalty and brand differentiation.
- Enter new markets.
- Associate with other strong brands.

"Co-Branding is the best secret in the Fashion Week Industry to save up to 66%"

CO-BRANDING

HOW DOES CO-BRANDING WORK?

The process is simple, once our Designer Relation's team has all brands confirmed in regard to the participating city, and package level, our team will send out an agreement to be signed by all parties.

Once we receive a signed agreement, and first payment from each brand (pay in full at signing, or break into (3) three or (6) six monthly payments) our team will provide access to our Exclusive Project Management software outlining everything needed in preparation for the shows.

- Each brand will receive everything outlined within each package level, and promotion.
- Each brand will be outlined on our Official Calendar.

If you are interested in joining us within one of our Fashion Weeks within a Co-Branding scenario, simply inform your Designer Relation's contact.

Please note, there is a 20% premium due to increased administration costs



RUNWAY OFFERINGS

RUNWAY1

Spacious venue with state-of-the-art production solutions for all of your creative needs.

- Runway Covering
- Runway Length: 8'x72'
- Fully lit and powered hair and makeup area
- Dedicated backstage entry
- 300+ Audience capacity

- European style lighting system
- High-tech sound system with fully equalized music playback
- Tiered audience seating and media riser for optimal show viewing
- Control booth for show director
- 150+ Capacity media pit

RUNWAY OFFERINGS

RUNWAY2

A modern venue with flexible panoramic set

- European style lighting system
- High-tech sound system with fully equalized music playback
- Tiered audience seating and media riser for optimal show viewing
- Control booth for show director
- 150+ Capacity media pit
- Runway Covering
- Runway Length: 8'x78'
- Fully lit and powered hair and makeup area
- Dedicated backstage entry
- Capacity between 190-550 seated and 180-270 people standing depending on layout (final capacities determined by individual configurations and fire safety codes)

Runway2 only applicable within specific cities

EXCLUSIVE SHOW

Want to take advantage of presenting to your own audience?

With an exclusive show, you and your team will work intimately with our creative development team to control every aspect of production from lighting, sound, graphic, as well as scenic elements to portray the exact story your brand embodies. If you are looking to create a fully customized one-off experience from the moment your VIP's arrive, this is the platform with absolutely zero limitations.

- Venue securement
- Full creative development with renderings
- Exclusive access to our full RSVP system
- Fully branded
- Fully lit and powered hair and makeup areas
- Flexible lighting package to support multiple presentation and event configurations
- High-tech sound system with fully equalized coverage for audio playback
- Capacity 300+ based on configuration

• Invite your Press, Media, and Buyers, or leverage our PR Team to cultivate an audience for your brand.

EXCLUSIVE SHOW - STEPS

1. Initial creative development discussion.

-Phone call with production team, designer relations contact, as well as further relevant individuals.

-Goal is to develop vision for the show, as well as help to identify a venue from our extensive database and personal relationships from around the world.

-Nail down a budget range.

2. Visual renderings developed in addition to ideas to meet Designer's budget.

3. Once we receive approval on renderings, we will agree to terms. After receiving deposit, we will begin securing venue as well as production, and/or scenic items.

4. Going forward, our team will work intimately with the Designer, as well as the PR Company.





COLLECTION SHOW

Do you want to see your collection come to life in front of 500+ industry professionals within the immense excitement of a sold out show our Tour has become known for? With our Collection Shows, you will be scheduled in a group with 5-7 carefully selected designers maximizing interest from editors, stockiest, as well as industry guests to ensure your collection is presented to the most valuable attendees.

BENEFIT OFFERINGS

- Listing on The SOCIETY Schedule + Website
- A digital list of all credentialed media that adheres to newly implemented, stringent registration requirements
- Livestream
- Shoppable Video
- Editorial Photoshoots
- Product Photography
- Hair + Make-up
- Models included
- Fashion House access



RUNWAY OFFERINGS

PLATINUM

Showcase your ultimate looks on an unrivaled platform.

- 20 Looks
- 1 Designer Pass
- 2 Designer Staff Pass
- Preferred time of show
- Models
- Live Stream / Shoppable Video
- (2) GA Tickets
- Runway Photos + Video
- Merchandising Service

All The SOCIETY venues include:

- One-on-one show planning meetings
- Access to RSVP System with approved Press + Buyers
- Listing in Official The SOCIETY Event Schedule and Designer Directory
- Technical staff, venue manager
- Security and backstage crews
- Fully lit and powered hair and makeup areas
- High-tech sound system with fully equalized coverage of music playback
- Headsets and radios



RUNWAY OFFERINGS

GOLD

Developed for the Designer looking to excelerate their career.

- 15 Looks
- 1 Designer Pass
- 2 Designer Staff Pass
- Models
- Live Stream / Shoppable Video
- (2) GA Tickets
- Runway Photos + Video
- Merchandising Service

All The SOCIETY venues include:

- One-on-one show planning meetings
- Access to RSVP System with approved Press + Buyers
- Listing in Official The SOCIETY Event Schedule and Designer Directory
- Technical staff, venue manager
- Security and backstage crews
- Fully lit and powered hair and makeup areas
- High-tech sound system with fully equalized coverage of music playback



SILVER

- 12 Looks
- 1 Designer Pass
- 1 Designer Staff Pass
- Models
- Runway Photos + Video
- Merchandising Service

Establish your brand on leading Runways

All The SOCIETY venues include:

- One-on-one show planning meetings
- Access to RSVP System with approved Press + Buyers
- Listing in Official The SOCIETY Event Schedule and Designer Directory
- Technical staff, venue manager
- Security and backstage crews
- Fully lit and powered hair and makeup areas
- High-tech sound system with fully equalized coverage of music playback



PLATFORMS BY COMPARISON

PACKAGE	FEATURES	VENUE ACCESS	FEE	INCLUSIONS
Exclusive	<ul style="list-style-type: none"> • Venue Securement • Full Creative Control • Exclusive RSVP System • Custom Show 	Varies depending on needs	Starting at \$10,000	<p>All The SOCIETY venues include:</p> <ul style="list-style-type: none"> • One-on-one show planning meetings • Access to RSVP System with approved Press + Buyers
Platinum	<ul style="list-style-type: none"> • 20 looks • Preferred time of show • Livestream + Shoppable Video • Models • Runway Photo + Video • Merchandising Service 	Three hours prior to show	\$5,999	<ul style="list-style-type: none"> • Listing in Official The SOCIETY Event Schedule and Designer Directory • Technical staff, venue manager • Security and backstage crews
Gold	<ul style="list-style-type: none"> • 15 looks • Livestream + Shoppable Video • Models • Runway Photo + Video • Merchandising Service 	Three hours prior to show	\$3,999	<ul style="list-style-type: none"> • Fully lit and powered hair and makeup areas • High-tech sound system with fully equalized coverage of music playback
Silver	<ul style="list-style-type: none"> • 12 looks • Livestream + Shoppable Video • Models • Runway Photo + Video • Merchandising Service 	Three hours prior to show	\$1,999	



CUSTOMIZED SERVICES

MANAGED ADVERTISING

Let the experts handle your advertising before, during, and after fashion week to help leverage your runway marketing to the next level. Our team of advertising experts will implement their proven strategy in generating orders for your line.

Starting at \$1,500 for (3) three months.

PRODUCT PHOTOGRAPHY

Set your line up for ultimate success with our onsite Product Photography services. Digital content delivered with Front, side, + back shots of each look.

75 per look up to 20 looks

EDITORIAL PHOTOGRAPHY

Leverage our PR Team and group of Stylists to develop the look that will stop prospective clients in their tracks. Not only will digital copies be provided, our PR Team will submit to niche magazines for publication.

Price: 2,500 for up to 10 looks.

DIGITAL LOOK BOOK

Get your designs in the hands of the buyers that matter. Inclusion within our Digital Look Book gets your brand seen by 100,000+ buyers ready to spend right now.

Price: 499 per look

CFDA CALENDAR

List your show, bio, and buying information on the industry schedule, for all major press, media, and buyers. "NEW YORK ONLY"

Price: \$300

FWO ARTICLE

Do you have a significant announcement? Partner with The SOCIETY with our mass negotiated rate to get your article or press release posted on one of the leading Fashion websites.

Price: \$250

AMENITIES

Steamers: \$50ea
Designer First Aide Garment Kit \$25

NEXT STEPS

Thank you for your interest in showing at The SOCIETY.

Please read all information before making your selection and do not hesitate to call or email us with any questions.

To move forward, simply let your Designer Relations contact aware of your preferred city and package level. At that time you will be sent an agreement where you can select your payment terms with the options to pay in full at signing, or break into (3) three or (6) six monthly payment options.

Please note, all balances need to be paid 30 days prior to show.



FAQ

•What payment terms do you offer?

Our automated system has the ability to offer payment in full at time of signing, (3) three, or (6) six monthly payments.

•When do I need to pay?

Whether you choose to pay in full, or break into monthly payments, your first payment is due at time of signing as outlined within your agreement.

•When is my final payment due?

All final payments are due 30 days prior to show. If you are on an automated payment draft, our team will simply provide an invoice to be paid with your outstanding balance. It is critical we have all balance paid at this time so our staff can focus on the logistics of Press, Media, and Buyers for your line.

•How can I pay?

You can make payments by wire, ACH, or credit card through our automated system.

•How do I choose my preferred payment terms?

When signing the agreement you will simply select your preference.

•How do I choose my models?

All payment terms, model options, as well as add-on's will be chosen within the agreement.

•What if I want to use your models after signing, or add on a service?

Absolutely no worries at all! Simply alert your Designer Relations contact, who will get you taken care of.

•What happens after signing + payment?

We will provide access to our automated system that provides checklists for our team, as well as yours, so you know exactly what has been completed, and the exact steps that need to occur moving forward to ensure a successful show.

•How do I generate revenue?

Simply follow our system to help ensure your best chances by providing all required information within each set deadlines. These items include providing RSVP lists for your Press, Media, and Buyer Contacts, to Line Sheets.

•What if I do not have any Contacts for RSVP's?

Absolutely no worries at all! With that said, we do recommend doing your own research and building relationships with Press + Buyers, as ultimately over the longterm to ensure a successful business. If you have any questions, your Designer Relations contact can guide you in the proper direction.

•What if I have questions after signing?

Never hesitate to ask questions. Simply use the internal messaging system within the dashboard we provide after signing. This way, we can easily direct your question to the proper department, while ensuring your question never gets lost.





CONTACT

Brady King, brady@thesocietyfashionweek.com
President >> +1(212) 547-9468 ext 700

Krissy King, krissy@thesocietyfashionweek.com
Director of PR >> +1(212) 547-9468 ext 702

Randy Attaway, randy@thesocietyfashionweek.com
Director of Operations >> +1(212) 547-9468 ext 701

Mike Attaway, mike@thesocietyfashionweek.com
Director of Designer Relations >> +1(212) 547-9468 ext 706

